

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

Contract / Revision 820304 /		Alt Order #
Product PROTECT YOUR VOTE 2012		
Contract Dates 09/14/12 - 09/22/12		Estimate # 2684
Advertiser Protect Your Vote Ohio		Original Date / Revision 09/13/12 / 09/13/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WUAB	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	09/17/12	09/21/12	M-F 19 Action News at 7a	7-8a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$100.00			
N 2	WUAB	09/14/12	09/14/12	M-F 730-8p	730-8p		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	----F--				1	\$725.00			
N 3	WUAB	09/17/12	09/21/12	M-F 730-8p	730-8p		:30			NM	6	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				6	\$725.00			
N 4	WUAB	09/14/12	09/16/12	Late News M-Su	10-11p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	----FSS				3	\$650.00			
N 5	WUAB	09/17/12	09/22/12	Late News M-Su	10-11p		:30			NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTFS-				7	\$650.00			
Totals											22	\$12,075.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/22/12	22	\$12,075.00	\$10,263.75
Totals	22	\$12,075.00	\$10,263.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



PROTECT YOUR VOTE OHIO

820304

Revision #: 0 Date: 9/12/2012

Client: OH- PROTECT YOUR VOTE 2012
Media: TV
Product: ISSUE 2
Market: Cleveland
Estimate: 2684
Description: PROTECT YOUR VOTE 2012
Flight Start Date: 9/13/12 5:00:00 AM
Flight End Date: 9/22/12 4:59:00 AM

Signature
9/13

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Total Spots
2	WUAB-TV															
83	MTWThF 7:00a-8:00a ACTION NEWS-7A<	EM	\$100.00	\$85.00	30	1	1	0	0	1	0	1	0	1	0	5
2																
84	MTWThF 7:30p-8:00p TWO&HALF MEN B	PA	\$725.00	\$616.25	30	1	1	0	0	1	1	1	1	1	0	7
2																
85	MTWThFSaSu 10:00p-11:00p ACTION NWS@10<	RT	\$650.00	\$552.50	30	1	1	1	1	1	1	1	1	1	1	10
2																
Total Spots:					3	3	1	1	1	3	2	3	2	3	1	22
Total Cost:					\$12,075.00											\$10,263.75
Total					SEP 12											\$12,075.00
																\$10,263.75

Disclaimer:

Signature: _____



Summary by Station/System

Date: 9/12/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2684
Media: TV Description: PROTECT YOUR VOTE 2012
Product: ISSUE 2 Flight Start Date: 9/13/12 5:00:00 AM
Market: Cleveland Flight End Date: 9/22/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	22	\$12,075.00	100%	\$10,263.75	100%
Market Total:	22	\$12,075.00		\$10,263.75	